

**3.2.2 - Number of workshops/seminars conducted on  
Research Methodology, Intellectual Property Rights (IPR)  
and entrepreneurship during the year 2023 - 24**

**Entrepreneurship Development Cell**

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Coordinator, ED Cell

  
Principal



ACADEMIC YEAR 2023–24

03.01.2024

*Awareness programme*  
*on*  
**“Niral Thiruvizha 2023”**  
*26.12.2023 to 28.12.2024*

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**REPORT**

Entrepreneurship Development Cell of Kings College of Engineering organized an Awareness Programme on “Niral Thiruvizha 2023” from 26.12.2023 to 29.12.2023..

**Objective:**

The objective of this event is to trigger an innovation mindset among the student community which in turn develops the skills of our students across various sectors.

**Resource persons:**

Dr. B. Suresh Babu and Dr. K. Sudhakar , Coordinators, ED Cell, Kings College of Engineering, Punalkulam, Pudukottai

**Participants:**

I<sup>st</sup>, II<sup>nd</sup>, III<sup>rd</sup> and IV year students of all disciplines attended the programme.

**Programme Highlights:**

Dr. K. Sudhakar, Coordinator, ED Cell and Dr. B. Suresh Babu, Member, ED Cell highlighted the importance of Niral Thiruvizha and the theme behind it. Also, outlined the key objectives of the event.

The event concluded with a summary of the key points covered and a call to action for participants to actively engage in the Niral Thiruvizha competition. The programme encouraged attendees to share their newfound knowledge with others and participate in upcoming events.

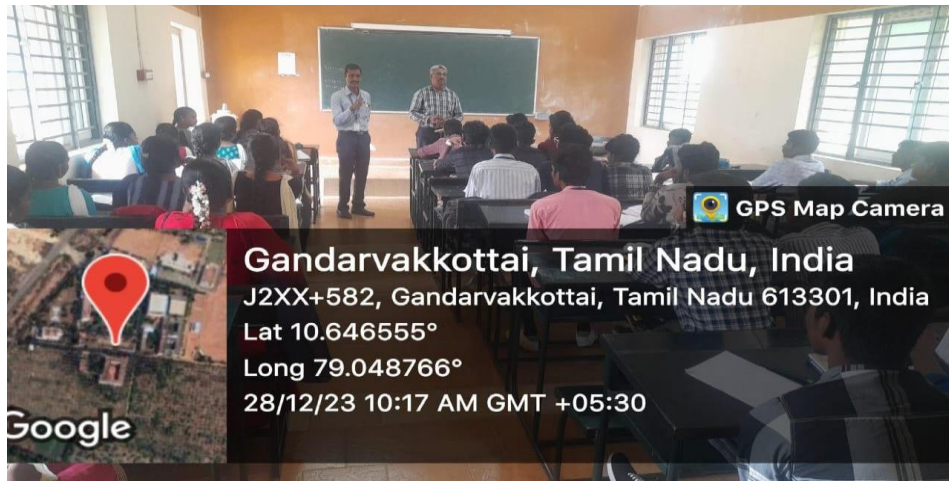
**Outcome:**

The awareness programme successfully met its objectives by providing a comprehensive overview of Niral Thiruvizha. As per the direction, innovative ideas from various departments were registered in the portal.

**Valedictory Function:**

Mr. Mohamed Sultan, IV Mechanical, delivered vote of thanks.

**Event Photographs**



**EventPhotograph-1**



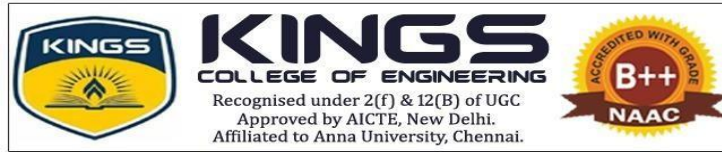
**EventPhotograph-2**



**EventPhotograph-3**

*J. Praveen*  
03/10/24  
Coordinator, ED Cell

*J. Praveen*  
03/11/2024  
Principal



ACADEMIC YEAR 2023–24

09.04.2024

*Orientation Programme about BEST Centre at SASTRA 04.04.2024*

**REPORT**

Entrepreneurship Development Cell of Kings College of Engineering organized an Orientation Programme about BEST Centre at SASTRA, Thanjavur on 04.04.2024.

**Resource Person:**

Mr. Martin, Marketing Manager, BEST Centre SASTRA, Thanjavur.

**Participants:**

Interested Final year students of all disciplines, 44 participants attended the programme.

**Inaugural Session:**

The inaugural session started with a welcome address by Dr. K. Sudhakar, Coordinator, ED Cell delivered welcome address and introduced the resource person to the participants.

**About the Programme:**

Mr. Martin, resource person of the orientation programme narrated about Bajaj Engineering Skill Training (BEST) CENTRE at SASTRA, Thanjavur with a detailed presentation on the various courses and training modules offered, including curriculum structure, learning objectives, and career prospects which helps trainees select the right programs based on their career aspirations and skill development goals. Also, disclosed the information on administrative procedures, including enrollment details, scheduling, and support services such as career counseling, mentorship programs, and technical support. Overall, the orientation program focused to ensure that new trainees are well-informed, comfortable, and prepared to make the most of their educational experience at the Bajaj Engineering and Skill Training Centre.

Finally, in the question and answer session participants were clarified their doubts.

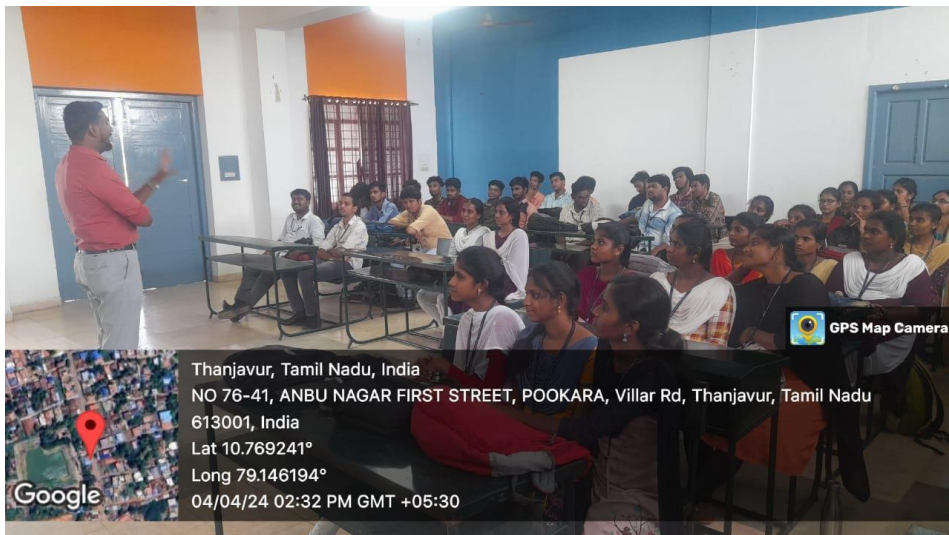
**Valedictory Function:**

**Mr. Gushendra Prasad, IV EEE, delivered vote of thanks.**


**Event Photographs**



**EventPhotograph-1**



**EventPhotograph-2**

  
Coordinator, ED Cell

  
Principal



ACADEMIC YEAR 2023 - 24

24.05.2024

*Workshop*  
*on*  
**"BUSINESS MODEL CANVAS"**  
23.05.2024

**REPORT**

MoEs - Institution Innovation Council and Entrepreneurship Development Cell of Kings College of Engineering organized a workshop on **"BUSINESS MODEL CANVAS"** on 23.05.2024.

**Objective:**

To provide necessary skills to the students who are aspiring to be entrepreneurs to turn their creative ideas into a successful business.

**Resource persons:**

1. Mr. G. Abraham Lincoln, District Field Coordinator, EDII - TN, Thanjavur and Mr. R. Amarnath, District Field Coordinator, EDII - TN, Pudukkottai.

**Participants:**

IIC and ED Cell members of II year students of all disciplines 41 participants attended the programme.

**Inaugural Session:**

Dr. K. Sudhakar, Coordinator of ED Cell, gave away the welcome address and introduced the resource persons to the participants.

**Session highlights:**

The workshop on the Business Model Canvas provided a comprehensive overview of this strategic tool, aimed at enhancing participants' understanding of business model development. Attendees engaged in detailed sessions covering each of the nine building blocks, including key aspects such as customer segments, value propositions, and revenue streams. Through interactive activities and case studies, participants applied the concepts to their own business ideas, gaining practical insights into model optimization and innovation.

**Benefits in terms of Learning/Skills/Knowledge obtained:**

Student members gained

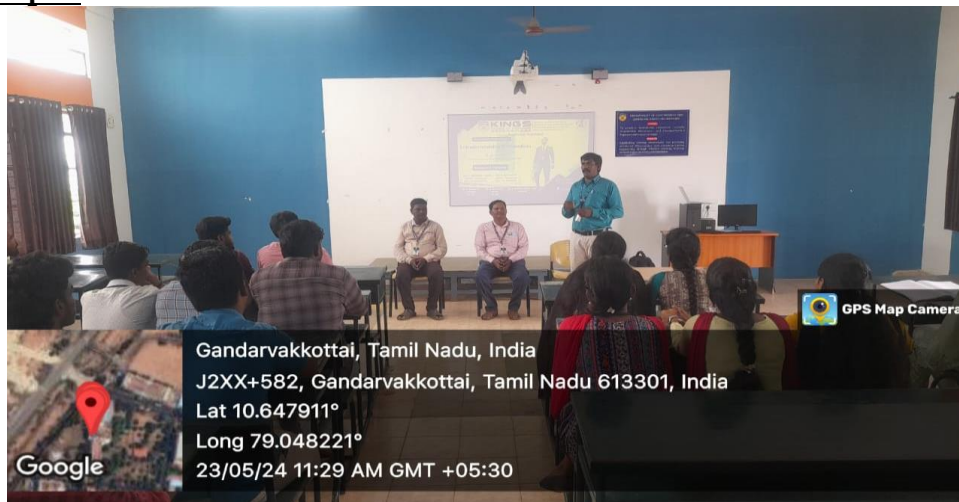
- **Comprehensive Understanding:** Gained in-depth knowledge of the nine essential components of the Business Model Canvas.

- **Strategic Thinking:** Learnt various skills in strategic analysis and planning, allowing you to assess and refine your business model in a structured and systematic way.
- **Practical Application:** Learnt to apply theoretical concepts to real-world scenarios, enhancing your ability to create and implement actionable business strategies.
- **Problem-Solving Skills:** Know how to improve the ability to identify business challenges and opportunities, and develop effective solutions through hands-on exercises and case studies.
- **Innovation Techniques:** Acquired the techniques for fostering innovation within their business model, enabling them to adapt and stay competitive in a rapidly changing market.
- **Collaborative Learning:** To Enhance skills in teamwork and collaboration by engaging with peers and facilitators, gaining diverse perspectives and constructive feedback.
- **Continuous Improvement:** To Build knowledge on how to regularly evaluate and adjust the business model to ensure on going relevance and effectiveness, supporting long-term success and adaptability.

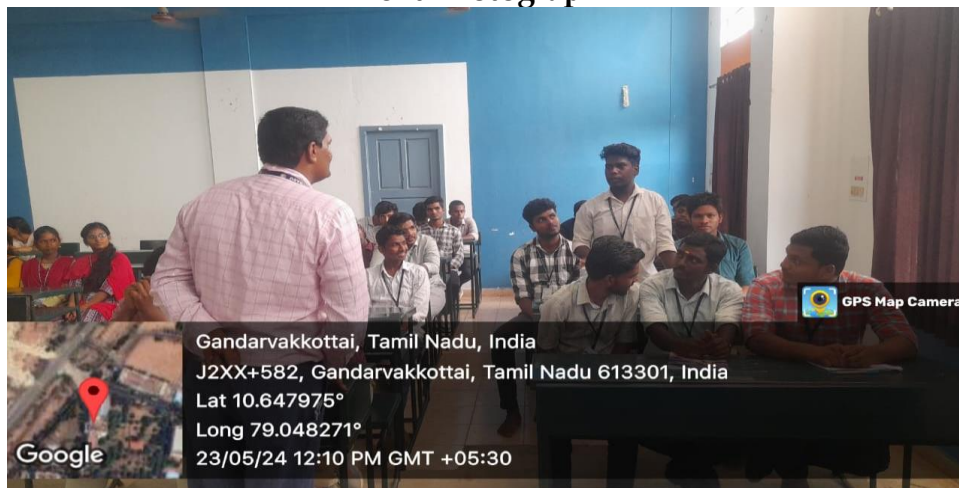
**Valedictory Function:**

Finally, Mr. Ramprasad, member of ED Cell delivered a vote of thanks.

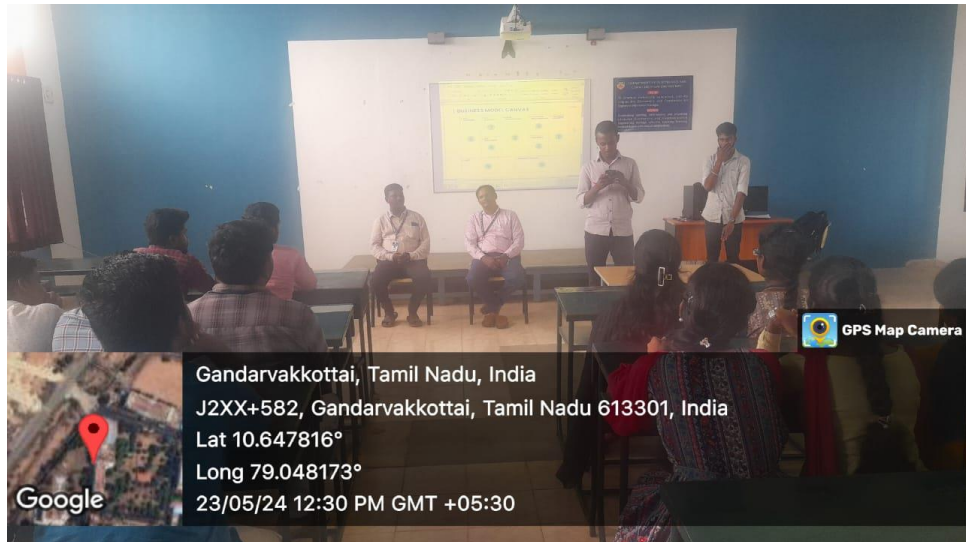
**Event Photographs**



**Event Photograph-1**



**Event Photograph-2**



**Event Photograph-3**

*[Handwritten Signature]*  
24/5/24  
**Coordinator - ED Cell**

*[Handwritten Signature]*  
24/5/24  
**Vice President-IIC & AP/EEE**

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24/5/2024  
**President-IIC & Principal**





*Workshop*  
*on*  
**“Entrepreneurship Skill, Attitude and Behaviour Development”**  
29.05.2024

**REPORT**

MoEs - Institution Innovation Council and Entrepreneurship Development Cell of Kings College of Engineering organized a workshop on “**Entrepreneurship Skill, Attitude and Behaviour Development**” on 29.05.2024.

**Objective:**

- To equip participants with practical entrepreneurship skills such as business planning, financial management, marketing strategies, and effective networking techniques.
- To foster a positive entrepreneurial mindset by encouraging traits such as resilience, adaptability, and proactive problem-solving, essential for overcoming challenges and seizing opportunities.
- To develop key entrepreneurial behaviors, including leadership, decision-making, risk-taking, and self-discipline, to help participants navigate the entrepreneurial journey more effectively.

**Resource person:**

1. Dr. B. Suresh Babu, Assistant Professor, Department of Management Studies, Kings College of Engineering, Punalkulam, Pudukottai

**Participants:**

IIC and ED Cell members of II<sup>nd</sup> year students of all disciplines 36 participants attended the programme.

**Inaugural Session:**

The inaugural session started with a welcome address by Mr. Ramprasad, ED Cell Member welcomed the gathering.

**Session highlights:**

The speaker highlighted the following points:

Introduction to Entrepreneurial Skills: Overview of essential skills for entrepreneurs, including business planning, financial management, marketing strategies, and effective communication. Developing a Positive Entrepreneurial Attitude: Interactive exercises and discussions focused on cultivating resilience, adaptability, and a growth mindset, crucial for navigating the entrepreneurial landscape. Behavioral Traits of Successful Entrepreneurs: Exploration of key

entrepreneurial behaviors such as leadership, risk-taking, decision-making, and self-discipline, with practical tips for developing these traits. Creativity and Innovation Workshops: Hands-on activities designed to enhance creative thinking and problem-solving skills, encouraging participants to generate and refine innovative business ideas.

Self-Assessment and Personal Development: Sessions dedicated to self-awareness, including tools and techniques for identifying personal strengths and areas for improvement, and setting actionable goals for growth. Networking and Collaboration: Opportunities for participants to connect with peers, mentors, and industry experts through networking sessions, collaborative exercises, and group discussions. Actionable Business Planning: Guidance on developing practical business plans and setting realistic goals, including creating detailed roadmaps and strategies for launching and scaling entrepreneurial ventures.

### **Benefits in terms of Learning/Skills/Knowledge obtained:**

Student members gained

- The hands-on experience in crucial areas such as business planning, financial management, marketing, and operational strategies, enhancing their ability to effectively manage and grow their ventures.
- Awareness to develop a resilient and proactive mindset, learning to view challenges as opportunities and adopt a growth-oriented perspective essential for long-term entrepreneurial success.
- The strategy to cultivate key entrepreneurial behaviors, including strong leadership, strategic decision-making, and effective risk management, which are vital for navigating the complexities of entrepreneurship.
- Knowledge about the techniques to boost their creativity and innovate effectively, leading to the development of unique and competitive business ideas.
- Idea to create and implement detailed business plans and strategic goals, providing a clear roadmap for launching, managing, and scaling their entrepreneurial ventures effectively.

### **Valedictory Function:**

Finally, Mr. T. Priyadharshini, member of ED Cell delivered a vote of thanks.

### **Event Photographs**



**Event Photograph-1**



Latitude: 10.646885  
Longitude: 79.048328  
Elevation: 91.61±38 m  
Accuracy: 34.3 m  
Time: 29-05-2024 12:29  
Note: ED cell program on Skill, Attitude and Behaviour development

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**Event Photograph-2**

*[Handwritten signature]*  
02/06/24  
**Coordinator - ED Cell**

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2/6/24  
**Vice President-IIC & AP/EEE**

*[Handwritten signature]*  
02/6/2024  
**President-IIC & Principal**